

PROQUEST 2/16/06
B

Recent Searches

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- | | | |
|--|--------------|--|
| 21. ((LSU({PUBLIC FIGURES}) AND (LSU({ENDORSEMENTS}) OR LSU ({ENDORSEMENT})))) AND PDN(<4/1/2001)
<i>Database:</i> Multiple databases...
<i>Limit results to:</i> full text
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 23 results | Add to Search
Set Up Alert <input type="checkbox"/> |
| 20. ((LSU({PUBLIC FIGURES}) AND (LSU({ENDORSEMENTS}) OR LSU ({ENDORSEMENT})))) AND PDN(<4/1/2001)
<i>Database:</i> Multiple databases...
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 182 results | Add to Search
Set Up Alert <input type="checkbox"/> |
| 19. (LSU({PUBLIC FIGURES}) AND (LSU({ENDORSEMENT S}) OR LSU ({ENDORSEMENT})))
<i>Database:</i> Multiple databases...
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 186 results | Add to Search
Set Up Alert <input type="checkbox"/> |
| 18. SUB(Endorsements) AND SUB(Celebrities) AND SUB(Advertising) AND SUB (Public figures)
<i>Database:</i> Multiple databases...
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 12 results | Add to Search
Set Up Alert <input type="checkbox"/> |
| 17. AU(Schuler)
<i>Database:</i> Multiple databases...
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 6625 results | Add to Search
Set Up Alert <input type="checkbox"/> |
| 16. AU(KAIKATI, JACK GEORGE)
<i>Database:</i> Multiple databases...
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 1 result | Add to Search
Set Up Alert <input type="checkbox"/> |
| 15. AU(Kaikati)
<i>Database:</i> Multiple databases...
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 46 results | Add to Search
Set Up Alert <input type="checkbox"/> |
| 14. AU(Ohanian, Roobina)
<i>Database:</i> Multiple databases...
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 8 results | Add to Search
Set Up Alert <input type="checkbox"/> |
| 13. AU(Ohanian) and celebrity
<i>Database:</i> Multiple databases...
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 5 results | Add to Search
Set Up Alert <input type="checkbox"/> |
| 12. AU(Ohanian)
<i>Database:</i> Multiple databases...
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 181 results | Add to Search
Set Up Alert <input type="checkbox"/> |
| 11. AU(McCracken, Grant)
<i>Database:</i> Multiple databases...
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 12 results | Add to Search
Set Up Alert <input type="checkbox"/> |
| 10. AU(McCracken) and endors*
<i>Database:</i> Multiple databases... | 13 results | Add to Search |

	<i>Look for terms in:</i> Citation and abstract <i>Publication type:</i> All publication types		Set Up Alert 
9.	AU(McCracken) and endors* <i>Database:</i> Multiple databases... <i>Look for terms in:</i> Citation and abstract <i>Publication type:</i> All publication types	13 results	Add to Search Set Up Alert 
8.	AU(McCracken) and endors* <i>Database:</i> Multiple databases... <i>Look for terms in:</i> Citation and abstract <i>Publication type:</i> All publication types	13 results	Add to Search Set Up Alert 
7.	AU(Petroshius) <i>Database:</i> Multiple databases... <i>Look for terms in:</i> Citation and abstract <i>Publication type:</i> All publication types	11 results	Add to Search Set Up Alert 
6.	AU(Michael Busler) <i>Database:</i> Multiple databases... <i>Look for terms in:</i> Citation and abstract <i>Publication type:</i> All publication types	10 results	Add to Search Set Up Alert 
5.	AU(McCracken) <i>Database:</i> Multiple databases... <i>Look for terms in:</i> Citation and abstract <i>Publication type:</i> All publication types	4718 results	Add to Search Set Up Alert 
4.	AU(Brian D Till) <i>Database:</i> Multiple databases... <i>Look for terms in:</i> Citation and abstract <i>Publication type:</i> All publication types	19 results	Add to Search Set Up Alert 
3.	AU(Terence A Shimp) <i>Database:</i> Multiple databases... <i>Look for terms in:</i> Citation and abstract <i>Publication type:</i> All publication types	47 results	Add to Search Set Up Alert 
2.	au(shimp) and celebrity <i>Database:</i> Multiple databases... <i>Look for terms in:</i> Citation and abstract <i>Publication type:</i> All publication types	2 results	Add to Search Set Up Alert 
1.	au(shimp) <i>Database:</i> Multiple databases... <i>Look for terms in:</i> Citation and abstract <i>Publication type:</i> All publication types	94 results	Add to Search Set Up Alert 

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Recent Searches

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- | | | |
|---|-------------|---|
| 21. (SUB(Endorsements) AND SUB(Athletes) AND SUB(Sports marketing) and (contract* or negotiat*)) AND PDN(<4/1/2001)
<i>Database:</i> Multiple databases...
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 30 results | Add to Search
Set Up Alert |
| 20. SUB(Sports marketing) AND SUB(Athletes) AND SUB(Endorsements)
<i>Database:</i> Multiple databases...
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 168 results | Add to Search
Set Up Alert |
| 19. (endor* AND CO(IBM Corp)) AND PDN(<4/1/2001)
<i>Database:</i> Multiple databases...
<i>Limit results to:</i> full text
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 161 results | Add to Search
Set Up Alert |
| 18. ((LSU({ENDORSEMENTS}) OR LSU({ENDORSEMENT})) AND (LSU ({MARKETING AGREEMENTS}) OR LSU({MARKETING AGREEMENT})))
<i>Database:</i> Multiple databases...
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 38 results | Add to Search
Set Up Alert |
| 17. endor* AND CO(IBM Corp)
<i>Database:</i> Multiple databases...
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 301 results | Add to Search
Set Up Alert |
| 16. (SUB(Endorsements) AND (marketing)) AND PDN(<4/1/2001)
<i>Database:</i> Multiple databases...
<i>Limit results to:</i> full text
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 583 results | Add to Search
Set Up Alert |
| 15. SUB(ENDORSEMENT S) AND CO(IBM Corp)
<i>Database:</i> Multiple databases...
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 13 results | Add to Search
Set Up Alert |
| 14. (SUB(Endorsements) AND (IBM)) AND PDN(<4/1/2001)
<i>Database:</i> Multiple databases...
<i>Limit results to:</i> full text
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 14 results | Add to Search
Set Up Alert |
| 13. (SUB(Endorsements) AND (computer or IBM or software or technology)) AND PDN(<4/1/2001)
<i>Database:</i> Multiple databases...
<i>Limit results to:</i> full text
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 143 results | Add to Search
Set Up Alert |
| 12. (SUB(Endorsements) AND SUB(Contracts) and (computer or IBM or software or technology)) AND PDN(<4/1/2001)
<i>Database:</i> Multiple databases...
<i>Limit results to:</i> full text
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 2 results | Add to Search
Set Up Alert |
| 11. (SUB(Endorsements) AND SUB(Contracts)) AND PDN(<4/1/2001)
<i>Database:</i> Multiple databases... | 103 results | Add to Search
Set Up Alert |

Limit results to: full text

Look for terms in: Citation and abstract

Publication type: All publication types

- | | | |
|--|--------------|---|
| 10. (SUB(Endorsements) AND SUB(Contracts)) AND PDN(<4/1/2001)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types | 198 results | Add to Search
Set Up Alert |
| 9. SUB(Endorsements) AND SUB(Contracts)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types | 260 results | Add to Search
Set Up Alert |
| 8. (SUB(Endorsements) AND SUB(Athletes) AND SUB(Sports marketing)) AND PDN(<4/1/2001)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types | 133 results | Add to Search
Set Up Alert |
| 7. ((LSU({CONTRACTS}) AND (LSU({ENDORSEMENTS}) OR LSU({ENDORSEMENT})))) and (contract or negoti*)) AND PDN(<4/1/2001)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types | 172 results | Add to Search
Set Up Alert |
| 6. SUB(Endorsements) AND SUB(Athletes) AND SUB(Sports marketing)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types | 168 results | Add to Search
Set Up Alert |
| 5. ((LSU({CONTRACTS}) AND (LSU({ENDORSEMENTS}) OR LSU({ENDORSEMENT})))) and (software or computer)) AND PDN(<4/1/2001)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types | 2 results | Add to Search
Set Up Alert |
| 4. ((LSU({CONTRACTS}) AND (LSU({ENDORSEMENTS}) OR LSU({ENDORSEMENT})))) AND PDN(<4/1/2001)
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types | 172 results | Add to Search
Set Up Alert |
| 3. (LSU({CONTRACTS}) AND (LSU({ENDORSEMENT S}) OR LSU({ENDORSEMENT})))
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types | 227 results | Add to Search
Set Up Alert |
| 2. endorsement contract
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types | 2444 results | Add to Search
Set Up Alert |
| 1. The Wealth Effects Associated with a Celebrity Endorser: The Michael Jordan Phenomenon
Database: Multiple databases...
Look for terms in: Citation and abstract
Publication type: All publication types | 1 result | Add to Search
Set Up Alert |

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- | | |
|--|---|
| 9. AU(BASSON, SARA H.)
<i>Database:</i> Multiple databases...
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 1 result Add to Search
Set Up Alert |
| 8. ((BASSON w/2 SARA) or (KANEVSKY w/2 DIMITRI) or (ZADROZNY w/2 WOLDEK)) AND PDN(<4/1/2001)
<i>Database:</i> Multiple databases...
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 2 results Add to Search
Set Up Alert |
| 7. (PROD(viavoice)) AND PDN(<4/1/2001)
<i>Database:</i> Multiple databases...
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 86 results Add to Search
Set Up Alert |
| 6. (PROD(via voice)) AND PDN(<4/1/2001)
<i>Database:</i> Multiple databases...
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 0 result Add to Search
Set Up Alert |
| 5. (PROD(via voice) and (endorse* or advert* or marketing or promot*)) AND PDN (<4/1/2001)
<i>Database:</i> Multiple databases...
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 0 result Add to Search
Set Up Alert |
| 4. (PROD(viavoice) and (endorse* or advert* or marketing or promot*)) AND PDN (<4/1/2001)
<i>Database:</i> Multiple databases...
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 0 result Add to Search
Set Up Alert |
| 3. (PROD(naturallyspeaking) and (endorse* or advert* or marketing or promot*)) AND PDN(<4/1/2001)
<i>Database:</i> Multiple databases...
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 2 results Add to Search
Set Up Alert |
| 2. CO(Dragon Corp)
<i>Database:</i> Multiple databases...
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 12 results Add to Search
Set Up Alert |
| 1. (PROD(naturallyspeaking)) AND PDN(<4/1/2001)
<i>Database:</i> Multiple databases...
<i>Look for terms in:</i> Citation and abstract
<i>Publication type:</i> All publication types | 116 results Add to Search
Set Up Alert |

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